**GMG ColorServer 5.1: Enhanced Color Management Workflow for Packaging Now Available**

**With the release of GMG ColorServer 5.1, the German based color management expert establishes new possibilities for its customers, notably for users from the packaging segment. Major challenges such as printing conditions that are out of the industry standards can be handled easily through the connection of GMG ColorServer and GMG OpenColor.**

**Tuebingen, Germany (September 30th, 2019) –** Printing conditions that do not fit the industry standards are common whenever special substrates or spot colors are in use. When custom printing conditions are demanded, high-quality color conversions are mandatory, yet profiling and manual file retouching tend to be complex and time-consuming. A lot of knowledge is required to maximize the color output and guarantee a dependable color appearance.

GMG ColorServer 5.1 provides an easy solution. The latest release implicates a direct connection to the multiply awarded color profiling tool GMG OpenColor. Profiles created in GMG OpenColor can now be used in GMG ColorServer, containing custom CMYK profiles and spot color conversions. The automated transition from industry standards to individual conditions ensures a smooth workflow for customers in need of in-house standards and custom profiles.

The benefits are evident: Profiles including custom standards for different printing substrates, ink sets and printing processes can be compiled with ease and are available for immediate usage in GMG ColorServer. Moreover, converting has never been simpler – be it the conversion from official standards, such as ISO coated V2 or GRACoL, to user-specific standards or from custom to custom. Working with one source of target data also assures for consistent quality and leads to effortless proof matching.

What this all amounts to is an advanced workflow for profile management and thus the improvement of process stability and automatization. GMG ColorServer operators can henceforth rely on a central database. Once created, profiles are eligible for utilization in various sources, such as GMG OpenColor, GMG ColorPlugin and GMG ColorProof. Proof and separation profiles can be prepared in one go and if corrections are required, they apply to all profiles by default.

Additionally, PANTONE’s color library has been updated and the extended version is now available in GMG ColorServer. 294 new colors, specifically created for designers working with a wide range of substrates, grant a broader variety of colors particularly for packaging designers. The expansion includes neutral colors, browns, grays, blues, and blacks.

More information on GMG ColorServer can be found at: [www.gmgcolor.com/products/colorserver](http://www.gmgcolor.com/products/colorserver)

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**About GMG:** GMG is a leading developer and provider of high-quality color management software solutions. The company was founded in 1984 in Tübingen. With more than 35 years of experience in the graphics industry, the GMG brand is a guarantee of high-quality solutions across the field of color. GMG has focused on delivering complete solutions for the standardization and simplification of color management workflows to achieve consistent colors on all media and in every print process. Today more than 12,000 systems are in use worldwide. These customers come from a wide range of branches of industry and areas of application. They include, among others, advertising agencies, pre-press firms, offset, flexo, packaging, digital and large format printing presses, as well as intaglio printing companies. GMG is represented by branch offices and dealers worldwide.



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